



WKMG

ORDER

Flight Dates 09/04/12-09/10/12

Contract / Revision 255503 /

Original Date / Revision
09/06/12 09/06/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact
3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1536

Alt Order # 6259421

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 79225

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	20	\$67,341.25	\$79,225.00	0.00	08/27/12	09/10/12	20	\$67,341.25	\$79,225.00
Totals	20	\$67,341.25	\$79,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/04/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/04/12	09/10/12	MTWTF--		2			\$1,200.00		0.00				
2	WKMG	09/04/12	09/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWT---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/04/12	09/10/12	-TWT---		2			\$350.00		0.00				
3	WKMG	09/04/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWT---	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/04/12	09/10/12	-TWT---		2			\$200.00		0.00				
4	WKMG	09/04/12	09/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 09/06/12

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Contract / Revision

255503

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	09/04/12	09/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			1		\$275.00		0.00				
5	WKMG	09/04/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			1		\$800.00		0.00				
E 7	WKMG	09/10/12	09/10/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	1:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	1-----			1		\$12,000.00		0.00				
11	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----1-			1		\$450.00		0.00				
E 19	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S			1		\$2,400.00		0.00				
23	WKMG	09/06/12	09/06/12	Thu Prime 9p Thu 9-10p BIG BROTHEF	CM	9-10p	---1---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---1---			1		\$8,000.00		0.00				
25	WKMG	09/04/12	09/04/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-1-----			1		\$8,000.00		0.00				
27	WKMG	09/04/12	09/04/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-1-----			1		\$7,000.00		0.00				
28	WKMG	09/05/12	09/05/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--1----			1		\$6,000.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1		WKMG	09/03/12-09/09/12	Wed Prime 10p			10-11p	--W-----	:30	(\$6,000.00)	0.00	NM			
		See MG 28.2													
		[This is the DNC Convention - if OK please rebook]													
2		WKMG	09/05/12-09/05/12	Wed Prime 8p			8-9p	--W-----	:30	\$6,000.00	0.00	NM			
		Ⓜ MG for 28.1 09/05													
29	WKMG	09/05/12	09/05/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--1----			1		\$7,000.00		0.00				
30	WKMG	09/05/12	09/05/12	Wed Prime 9p Criminal Minds	CM	9-10p	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--W----			1		\$7,000.00		0.00				
31	WKMG	09/05/12	09/05/12		CM	9-10p	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Wed Prime 9p Criminal Minds												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		09/03/12	09/09/12	--W----		1			\$7,000.00			0.00				
32	WKMG	09/06/12	09/06/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---		1			\$9,000.00			0.00				
N33	WKMG	09/10/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$800.00			0.00				
														Totals	20 \$79,225.00	